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FOR IMMEDIATE RELEASE

SAGE® REVOLUTIONIZES COMMUNICATION BETWEEN REGIONAL ASSOCIATIONS' MEMBERS

Regional promotional products associations and their members can now network and collaborate with one another using SAGE Discussion Groups.

Addison, Texas (September 12, 2017) – SAGE, the leading provider of information, marketing and business management solutions for the promotional products industry announces the availability of regional association discussion groups for all regional associations that are part of the SAGE Affiliate Program. This includes AzPPA, CAAMP, CASA, CPPA, GAPP, GCPPA, HPPA, OPPA, MIPPA, NEPPA, NWPMA, PAPP, PPACHicago, PPAAM, PPAMS, PPAS, PPAW, RMRPPA, SAAC, SAAGNY, SPPA, TRASA, UMAPP, and VAPPA.

With this interactive social platform, designed specifically for the promotional products industry, regional association members now have the ability to:

- Interact, network and engage in discussions with one another through a private group that only members of the regional association can access
- Read announcements from the regional association management, including special events, meetings, and other news concerning their association
- Encourage more collaboration between members by sharing industry insights, business insights, and more

Members can easily access their regional association discussion group through SAGE Online or while on the go through SAGE Mobile.



“At SAGE, we understand the value of networking and the growth it can foster for the promotional products industry,” said Jarod Thorndike, Director of Strategic Relations at SAGE. “We are thrilled to provide our community with a social platform that can encourage collaboration between regional association members.”

Current SAGE subscribers can connect with regional associations by logging into their SAGE Online or SAGE Mobile account and accessing the “Discussion Groups” area. Members of the regional association will automatically have access to the appropriate group.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE’s flagship SAGE Online™, SAGE Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end buyer catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry’s non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.